



CITY OF
BEDFORD

Discover the Center

Program of Services

Fiscal Year 2010 – 2011

ABOUT THE COVER



For over a year, the City's strategic plan consisted of an economic development goal for rebranding the city in order to attract new business development as well as inviting others to take up residence. Torch Creative, a consulting firm, was hired to create a new logo and tag line that would meet the expectations of our city leaders. Research showed that Bedford will be among the select few cities to continually use the letter "B" in its logo. The "B" in the new logo never ends; it is bold, fluid, and forward thinking. It wraps around itself echoing the City's central location and reinforces that Bedford is the center point of the region. There is also an implied infinity sign which represents the City's ongoing focus on progress and its unwavering commitment to the citizens. The containing shape lends itself to a compass pointing to all the great places that can be accessed from the City. The indentations in the containing shape point back to the center, to Bedford and to home, showing that no matter where or travel or work, that you always want to keep your home in Bedford and your life centered around a great city.

In addition to the logo, a new tagline was developed that helped represent the center of the Metroplex. In their research, Torch Creative found that no other city claimed to be the center of the DFW Metroplex; therefore, Bedford is staking its flag as the center of the metropolitan area of Dallas/Ft. Worth proper. The new tagline, "Discover the Center" is edgy and allows people to fill in the blanks. The tagline may refer to the City's central location or its focus on family friendly appeal. It makes Bedford the ideal gateway to discover everything the region has to offer. It is in the middle of the action offering a variety of cultural, dining and entertainment options for visitors and residents alike. The logo and tagline make a bold statement and charts a new direction for the City.